

THE GLEICHEN CALL, GLEICHEN, ALBERTA



Help improve your personality with Wrigley's Gum! Keep your teeth white & breath fresh by using healthful Wrigley's Gum daily. It adds the delicious, refreshing flavor of Wrigley's Double Mint to your home table.

Must Keep Obligations

Speaker Asserts Dishonesty And Deceit Will Bring Disaster To Any Country

Large-scale deceit will bring disaster to any country, Premier Angus L. Macdonald told members of the Canadian Life Insurance Officers' Association held at London, Ont.

"In these days and in some places we have got away from the spirit of the insurance business," he said. "It is a scandal."

The speaker added: "The spoken word and even sometimes the letter of the bond is forgotten conveniently by the practitioner, but I believe that nothing but trust and economic chaos can come to a country where deceit of this sort is practiced."

The record of Canadian insurance companies is one of honesty as a solid rock of truth and honesty, an example and an inspiration to all men of good will and honor."

Insurance companies have other obligations than those to their policyholders.

"You have obligations to the community as a whole and these, too, you have not forgotten. Necessary, of course, you are a debtor to your policyholders but also to the countless thousands of other individuals and corporations to whom you have loaned the policyholders' money."

A devaluation in the field of honor was to be deplored.

"If the sense of responsibility is destroyed, if the regard for obligations becomes lessened, if the worth of the pledged word is disregarded, it is not too much to say that our economic house would collapse in this country and economic ruin could follow for millions of our people."

"You are, as I am, and as all who are in public life, to-day charged with great responsibility," he said.

"There are other sorts of insurance which I would like to see in force and which, as citizen of this country would, I am sure, be glad to have."

"It is the insurance agent whose

service agency was and is still a service. That, I take it, would be eagerly sought in every civilized land, unless indeed one is to expect that the grain here have sought for that old sort and in wheat a high

yield quality that has been the result of the investigations, however, do not stop here, for with differences of climate and soil there is the question of adapting crops to the localities where they will give best results."

Practical farmers have found out that wheat will thrive on the prairies while giving only fair results in the Maritime provinces and in the central

countries of Europe where the

soil is not greater measure to

democracy."

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of right and not enough of responsibil-

ity. I venture to say that if the

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to its responsibilities, that its prime

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and inform."

"If it is concerned merely with

selling newspapers by means of sen-

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sentation of the law and dignity of

the press. Nothing can give more

strength to a democracy than an honest and well-informed press."

Nothing can be greater measure to

democracy than an unfair and un-

informed press."

Socially, it costs the elder

play its life when in 70 A.D. he

tried to stop the eruption of Vesuvius at close range and died.

For Your Preserving



Use It This Year

Retired On Pension

Horse At Toronto Stock Yards Is Put On Pension

If you have occasion to visit the Toronto Union Stock Yards, put a piece of candy in your pocket and you'll be sure to meet Shorty, a grand old fellow who worked there for 25 years and he's been on pension for the past two years, writes George Lawrence in the Toronto Star Weekly.

Shorty is a horse 30 years old, notorious for his candy-divining instinct and famous for his personality, the pet of everyone who knows the yards.

Two years ago the yard hands decided he was too old to work.

Shorty had to go, "But he came with him," confessed F. C. Fletcher, the manager. "You see, I've got a feeling about horses . . . if they seem very well, you mightn't know it, but they are old age?"

They have a right to live.

"Many people feel like that about Shorty—of course he's an unusual horse. So now Shorty has the free-time he deserves, and the pension he deserves," he said.

Shorty is a horse who is something to marvel at according to Superintendent Frank Bridle. He can sniff a piece of taffy half-way down a corridor, the superintendent says. Some of his accomplishments are up to \$1000 feet long.

"Just try and get past him," challenged Mr. Bridle. "You see, he can smell a man's clothes for 10 years and drive him for miles. He can smell a piece of taffy, even if he's reward- ed Shorty with a piece of candy, with a special treat at the end of the week."

A tall horse, a white Percheron, wades up and down the long corridors, opening gates with his nose, never venturing on the street, which is almost always open to him. Sometimes he finds them and follows them all day. He will walk up the incline where they are pulling dumb carts, turn and back as they do, take his turn and come back for an imaginary load.

There have been few adventures in Shorty's career. "It's just been a quiet, faithful servant," said Mr. Fletcher. "We're going to let him out to a farm, and he will be rewarded with a piece of candy, with a special treat at the end of the week."

Fitting Crops To Land

Experimental Farms Are Trying To Solve Agricultural Problems

Many problems are coming under the attention of the experimental farms, both in the crops and the animals. In some countries where the government has been per- mitted and where the destinies of millions lie in the hands of one man."

Other insurance the world would like to be seen in force and the press, we are told, is to-day making great representations that its prime duty is to give facts to enlighten and inform."

"There has been too much talk of right and not enough of responsibil- ity. I venture to say that if the press of this country is to remain free it must show that it is alive to its responsibilities, that its prime duty is to give facts to enlighten and inform."

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I found sweetening my morning cereal with BEE HIVE Syrup aids digestion.

TRY IT TOMORROW

Rival For Niagara

Report Claims Iguazu Waterfalls Are Very Much Wider

The Iguazu waterfalls, according to the Pan-American Union, are two and a half times wider than Niagara Falls, which is twice as high.

That's something to worry about. The falls of Niagara Falls has not risen on their height, for there are scores of higher waterfalls on the map, but the width is twice as wide with their configuration.

Their chief all-round rival hereabouts is believed to have been Victoria Falls in Southern Rhodesia, where the falls plunge into a chasm 243 feet below.

And now comes the report that the Iguazu waterfalls, which tumble down a mountain side at a point near the top, are twice as wide as Niagara Falls, which is twice as high.

Other efforts to improve their lot would be to train Indians as guides and forest workers, in woodcutting and beadwork, so authentic Indian craft would be available for purchase by tourists. They were also being trained as guides and attendants in national parks.

In recent years Indian schools had tried to bring young boys and girls to the ways of the modern world. They were taught to use modern electrical appliances and to observe the amenities of modern life in the cities, the importance of health and physical habitudes.

Mr. Bennett suggested such school districts often, on returning to the reserves, found themselves at a disadvantage as compared with their contemporaries who had remained at home.

In recent years, thanks to education and medical care furnished by the Canadian government in increasing measures, the Indian population has started to increase and was now approximately 118,000 for all Canada.

The population was increasing at the rate of 1.1% per cent. A small number were recently found in respect to the Eskimos in the western Arctic, Mr. Crerar reported.

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Eastern Workmen and their Families Eat over \$20,000,000 worth of Western Meats and Butter

THE Eastern industrial worker likes Western food and he buys plenty of it — when he's working.

For instance, take an item like meat. Eastern sales alone brought the West nearly \$20,000,000 in 1936. Sale of 10,000 tons of butter brought in another \$5,000,000 more, while grain products, poultry and eggs meant another \$15,000,000 in Western pockets.

That's why it's so vital to the West to keep the Eastern worker busy. And one way you help do it is by the purchase of a Canadian-built car, for an active Automotive Industry keeps many other industries humming — and all their workers and their families must be fed.

Of course, your money goes East — but it comes back to you in an uncertain fashion: in the purchases of your best customer, the industrial East, that aggregate over \$40,000,000 a year.

For statistical and further information about this industry, write to
Automotive Industries, 1006 Lamoni Building, Toronto.

AUTOMOTIVE INDUSTRIES OF CANADA

PROPOSE DRIVERS COURSES IN SCHOOLS

Adoption of a sportsmanship driving course for Alberta schools appears to be a probability; this has been proposed to the provincial department of education by representatives

of the Alberta Motor Association.

The A.M.A. at its recent annual meeting passed a resolution requesting that instruction in sportsmanship driving should be included as part of the social study course presented in this phase of motorizing, which would be designed

to train the youth of the province in the elements of safer driving, has proved successful in the United States. Hundreds of teachers across the border have also taken advantage of opportunities to themselves for testing and spreading knowledge developed as a club activity in many

Town & District

Mrs. M. Stuhle of Calgary spent a few days in town last week visiting Miss Peggy Yatzen.

Frank Wenzel of Duchess spent the weekend in town visiting friends and relatives. He returned to his job on Tuesday.

New Year's Eve in town was very quiet. On the streets there were very little or no signs of life. There were many parties by the home fireplaces.

Mr. and Mrs. Clifford Bogie of Trail have been spending a couple of weeks in town visiting relatives. They will leave for home Friday.

During January, February and March there will be no picture shows on Thursday evenings. On Saturday afternoons there will be the usual matinee at 3 p.m., and in the evening there will be only one show commencing at 8 p.m.

The members of the weight gain contest in the amateur class, held staged by R. J. Hawkeye, resulted as follows: J. V. Bell won the carving set guessing 90 pounds and 4 ozs. Mr. R. P. Umphreys 70 lbs. The animal weight of the carcass was 710 lbs. 6 ozs.

Mr. and Mrs. J. A. McArthur entertained a number of their friends at their home Thursday evening. Guests who were won McLeay ladies first. Mr. L. Lila consolation: Mr. McKeever gents first and Roy McLeay consolation. After a delicious lunch all went home in the wee hours of the morning.

A charming birthday party was held at the Elmwood Home on Wednesday afternoon in honor of Miss Grace Sutherland. The invited guests were: Mrs. J. Braund and the Misses Edith Cadman, Jean Bowshir, Dorothy Braund, Ruth Walker, Norma Halsied, Anna Thompson, Iris Sutherland, Virginia Johnson, Mrs. Kay, and Masters Arvin and Russell Sutherland. Games and guessing contests proved very entertaining for the young folks, and honors went to Mrs. Thompson, Anna Thompson, Marie Short and Grace Sutherland. A dainty lunch was served by Mrs. Sutherland.

"Do you know why we call our language the Mother Tongue?" asked father never gets a chance to use it."

driving resulting in the work being schools.

Importance of teaching children about the requisites of safe driving is recognized by motor club authorities in many centres. In this province it is believed that such instruction will prove beneficial when made a part of the social study course. The proposal has aroused the sympathetic interest of officials of the department of education, while such authoritative material on the subject has been provided by the A.M.A.

RONALD COLEMAN IN

"THE PRISONER OF ZENDA"

Saturday Matinee at 3 p.m.
Evening Show at 8 p.m.

GLEICHEN COMMUNITY HALL

M. D. OF BLACKFOOT, NO. 318

Take notice that the municipality of Blackfoot, No. 318, Floyd F. Sampson on the S.W. 23-22-45th, has been abolished and that the new municipality of Blackfoot, No. 318, has been appointed to succeed a new post office established on the 16th day of January, 1938. Said post office is located in Gleichen post office. Dated at Gleichen this 23rd day of December, 1938.

* W. E. THOMPSON,
Secretary-Treasurer.

PIONEER GRAIN COMPANY LIMITED

DISCUSS YOUR GRAIN HANDLING & MARKETING PROBLEMS WITH OUR AGENT
R. C. Clifford, Gleichen
J. Taylor, Shandis

Do You Need Any Printing

Placards, Bills, Tags, Books, Labels, Booklets, Badges, Blotters, Circulars, Vouchers, Bill Heads Hand Bills, Posters, Pamphlets, Price Lists, Catalogues, Invitations, Note Heads, Statements, Post Cards, Prize Lists, Milk Tickets, Programs, Blank Notes, Score Cards, Menu Cards, Meal Tickets, Order Blanks, Memo Heads, Filing Cards, Window Cards, Visiting Cards, Bread Tickets, Legal Forms, Letterheads, Business Cards, Shopping Cards, Show Printing, At Home Cards, Store Sale Bills, Raffle tickets, Envelopes, Display Posters, Loose Leaf Account Sheets, Etc.

—In fact anything in the line of printing—



The Call Gleichen, Alta.



"Three Removes are as Bad as a Fire!"
The ad from the philatelic magazine Franklin contains a warning to those who buy old postage stamps.
"Buyers may score but one stamp, and it may not be worth the best in the market."

If it's grain... Ask us!

PARRISH & HEIMBECKER LTD.

Grain Receivers, Shippers and Exporters
An old established firm with a reputation
for doing business right.

Head office — Grain Exchange Bldg., Winnipeg
BRANCHES: CALGARY — EDMONTON — LETHBRIDGE

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Notice under this heading 15 words or under \$5.00, first insertion and 3¢c each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

WANTED — A girl for general house work. Wages \$10 a month. C. Hoff, Gleichen.

AN ALL CANADIAN ORGANIZATION — Requires the services of men from 18 to 35 years of age locally. Must be at least apprenticeship fit, educated and well recommended. Apply to J. M. Robins, Wear Ever Brush Co., Calgary, Alberta.

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The Call?

The label tells you

If so please call at the office

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THIS NEWSPAPER 1 YR. AND YOUR CHOICE ANY 2 IN GROUP MARK AN "X" BEFORE THE 2 YOU DESIRE.

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| (1) Free Press Prairie Farmer ... 1 yr. | (1) Family Herald & Wily Star ... 1 yr. | All Three |
| (1) Western Producer ... 1 yr. | (1) National Home Monthly ... 1 yr. | |
| (1) Canadian Magazine ... 1 yr. | (1) Food and Drink ... 1 yr. | |
| (1) Woman's Home Companion ... 1 yr. | (1) Open Road (Boys) ... 1 yr. | |
| (1) Christian Herald ... 6 mths. | (1) Parents Magazine ... 6 mths. | |

\$2.75

"POPULAR DEMAND" OFFER

THIS NEWSPAPER 1 YR. AND YOUR CHOICE 1 OTHER IN GROUP MARK AN "X" BEFORE THE 1 YOU DESIRE.

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| (1) Free Press Prairie Farmer ... 1 yr. | (1) Family Herald & Wily Star ... 1 yr. | Both Only |
| (1) Western Producer ... 1 yr. | (1) Country Guide & North West Farmer ... 3 yrs. | |
| (1) National Home Monthly ... 1 yr. | (1) Canadian Magazine ... 1 yr. | |
| (1) Pictorial Review ... 1 yr. | (1) Parents Magazine ... 6 mths. | |
| (1) True Story ... 1 yr. | (1) Christian Herald ... 6 mths. | |

\$2.50

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Fill out and mail coupon.

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ACT NOW
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